

## IN THE CLAIMS

Please cancel claim 13 and amend the remaining claims to read as shown below:

- 1 1. (Currently Amended) A method for specifying user preferences, comprising ~~the steps of:~~  
2 generating a pull-down menu in a graphical user interface; and  
3 enabling a user to move ~~moving~~ labeled items in said pull-down menu representing  
4 user choices describing variables in electronic commerce transactions such  
5 that relative positions of said items correspond to relative user preferences.
  
- 1 2. (Currently Amended) The method of claim 1 further comprising ~~the further step of a user~~  
2 deleting said items representing unacceptable user choices.
  
- 1 3. (Currently Amended) The method of claim 1 further comprising ~~the further step of a user~~  
2 deleting said items representing uninteresting user choices.
  
- 1 4. (Currently Amended) The method of claim 1 further comprising ~~the further step of a user~~  
2 limiting the number of said items using a cut-off bar.
  
- 1 5. (Currently Amended) The method of claim 1 wherein said moving further step ~~comprises~~  
2 substeps of clicking and dragging.

1 6. (Currently Amended) A system for specifying user preferences, comprising:  
2 a computing device generating a graphical user interface;  
3 a pull-down menu in said graphical user interface including labeled items representing  
4 available user choices available to a user describing variables in electronic  
5 commerce transactions; and  
6 an input device enabling said user to arrange said items such that relative positions  
7 of said items correspond to relative user preferences.

1 7. (Original) The system of claim 6 wherein said computing device is at least one of:  
2 a personal computer, a cellular telephone, a personal digital assistant, a pager.

1 8. (Original) The system of claim 6 wherein said pull-down menu is persistent.

1 9. (Original) The system of claim 6 wherein said items form a hierarchy.

1 10. (Original) The system of claim 6 wherein said pull-down menu is a vertical list of  
2 buttons.

1 11. (Original) The system of claim 6 wherein said pull-down menu is a horizontal list of  
2 buttons.

1 12. (Original) The system of claim 6 wherein said pull-down menu is implemented in at least  
2 one of: HTML, JavaScript.

1 13. (Canceled)

1 14. (Currently Amended) The system of claim 6 ~~13~~ wherein said electronic commerce  
2 transactions include at least one of: making travel reservations, shopping online, ~~specifying~~  
3 ~~shipping options~~, choosing a restaurant, selecting a vendor, providing marketing data,  
4 specifying employment interests.

1 15. (Currently Amended) The system of claim 6 wherein said input device is at least one of:  
2 a mouse, ~~a TrackPoint(R)~~ an isometric finger-operated computer pointing device, a trackball,  
3 a keyboard, a stylus, a touch-sensitive screen, a speech analyzer.

1 16. (Currently Amended) A system for specifying user preferences, comprising:  
2 means for generating a pull-down menu in a graphical user interface; and  
3 means for enabling a user to move ~~moving~~ labeled items in said pull-down menu  
4 representing user choices describing variables in electronic commerce  
5 transactions such that relative positions of said items correspond to relative  
6 user preferences.

1 17. (Currently Amended) A computer program product for specifying user preferences  
2 comprising a machine-readable medium having computer-executable code means thereon  
3 including:

4 a first code means for generating a pull-down menu in a graphical user interface;

5 a second code means for enabling a user to move ~~moving~~ labeled items in said pull-

6 down menu representing user choices describing variables in electronic

7 commerce transactions such that relative positions of said items correspond to

8 relative user preferences; and

9 a third code means for processing said specified user preferences.